Tulare County Economic Forecast

Tulare County, located in the heart of the San Joaquin Valley, is largely an agricultural region, though almost half of the county's area is devoted to national parks and forests, including the popular Sequoia and Kings Canyon National Parks.

The largest employment sector in the county is agriculture, with 25 percent of all wage and salary jobs directly associated with farming. The county ranks as the second-largest agricultural producing county in the nation. For the last several years, Tulare has been one of the leading agricultural producing counties in milk, orange, grape, cattle, and cotton production.

The public sector is the second largest industry, with 22 percent of all jobs. This employment is driven largely by the demand for local education. The manufacturing industry has been growing recently, as the county tries to diversity into a broader non-farm economy.

Over the years 1996 to 2000, both Tulare County and Kings County experienced fluctuating annual average unemployment rates. The fluctuations were due primarily to a series of weather related disasters and the subsequent economic effects on agriculturally-based economies. In 2002, Tulare County recorded an unemployment rate of 15.4 percent.

The population of the county has been growing at an annual average rate of 1 percent per year over the last 5 years. Within the county, the largest cities are Visalia, Tulare, and Porterville.
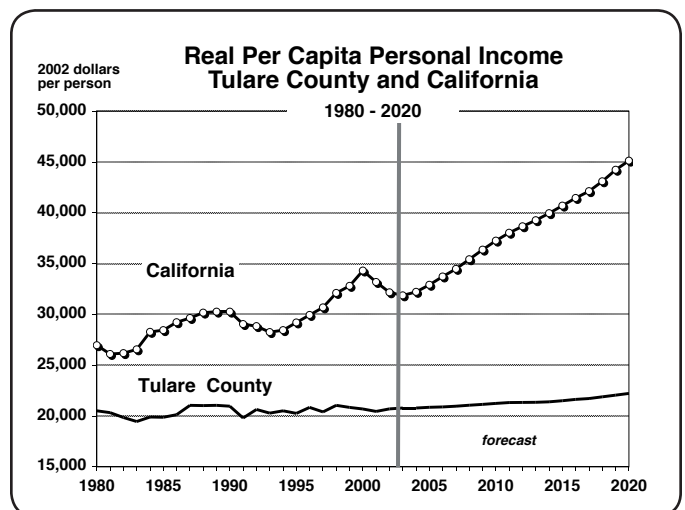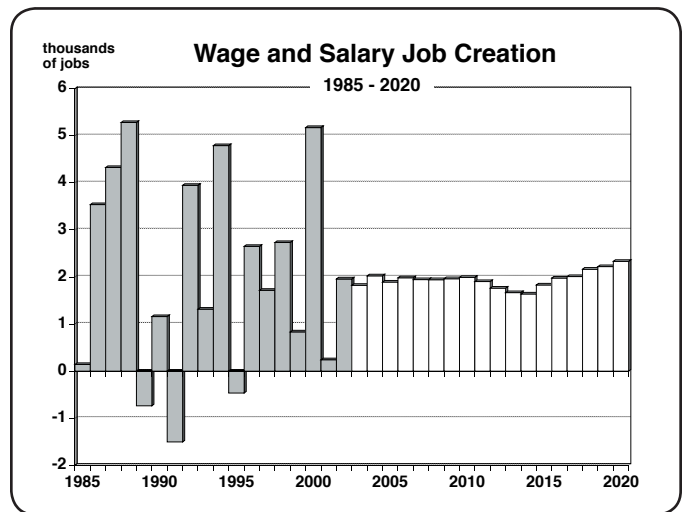
Population • January 2003

|	
Visalia	98,900
Tulare	46,250
Porterville	41,950
Dinuba	17,750
Total County	**386,200**

Forecast Highlights

- Job growth is forecast to grow at a 1.4 percent rate per year between 2003 and 2008. A projected 9,800 new jobs are created during this period. The rate of job growth averaged 1.7 percent per year between 1997 and 2002.

- The unemployment rate falls below 15 percent in 2003, and continues to decline in subsequent years as the county's reliance on farm wage and salary jobs diminishes over time.

- Population growth increases, due principally to the acceleration in the natural rate of growth, and modest levels of annual net migration. The 20 to 29 and 30 to 44 year old populations steadily increase over the entire forecast period. Population growth is forecast to average 1.5 percent per year over the next 5 years.

Population Growth
1980 - 2020

Net Migration
1980 - 2020
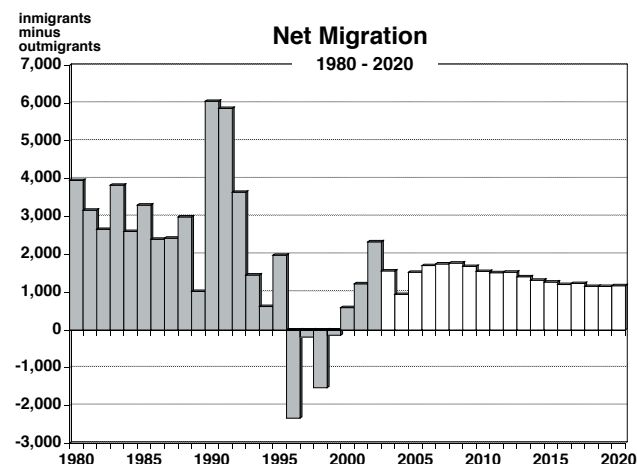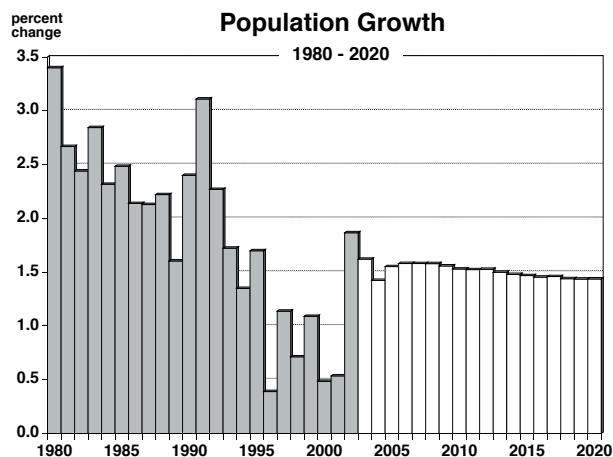
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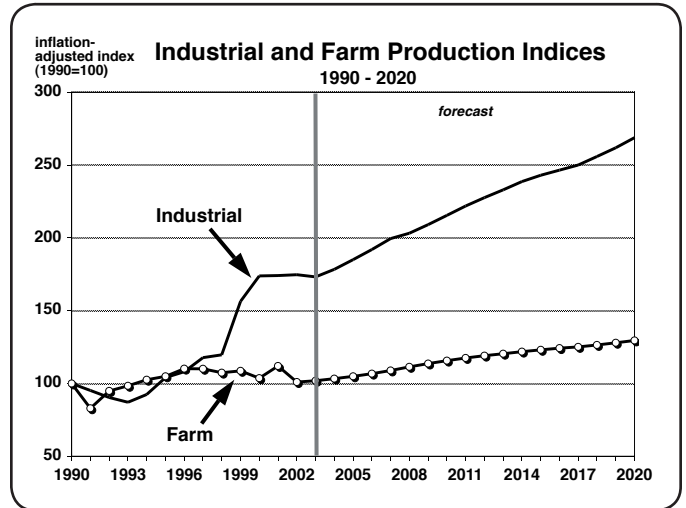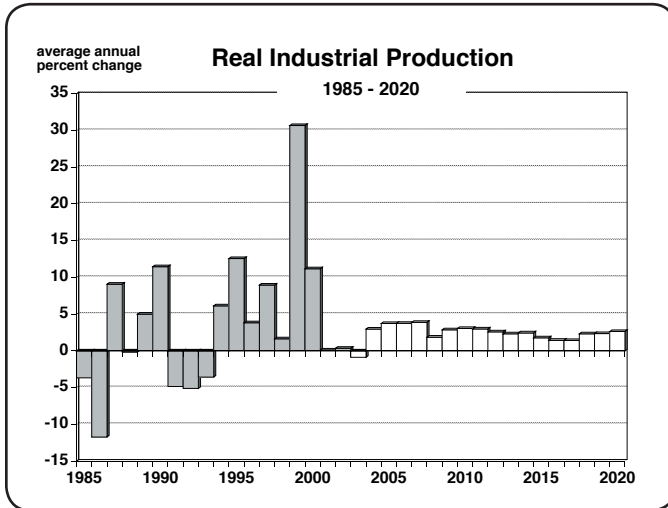## 1995-2002 History, 2003-2020 Forecast

	July Population (people)	Net Migration (people)	Registered Vehicles (thousands)	Households (thousands)	New Homes Permitted (homes)	Retail Sales (billions)	Personal Income (billions)	Real Per Capita Income (dollars)	Farm Crop Value (millions)	Industrial Production (billions)
1995	359,100	1,976	262	107	1,727	$1.7	$5.7	$20,269	$2,611	$2.5
1996	360,500	-2,333	265	109	1,428	$1.8	$6.0	$20,854	$2,806	$2.6
1997	364,600	-187	249	110	1,338	$1.8	$6.2	$20,405	$2,901	$2.9
1998	367,200	-1,530	261	111	1,455	$1.9	$6.6	$21,058	$2,920	$2.9
1999	371,200	-141	270	112	1,653	$2.0	$6.9	$20,848	$3,078	$3.8
2000	373,000	592	278	110	1,651	$2.2	$7.2	$20,700	$3,069	$4.2
2001	375,000	1,221	287	112	1,773	$2.2	$7.5	$20,459	$3,494	$4.2
2002	382,000	2,332	293	113	1,988	$2.3	$8.1	$20,712	$3,201	$4.3
2003	388,190	1,561	299	115	1,824	$2.4	$8.3	$20,790	$3,313	$4.2
2004	393,716	940	306	117	1,750	$2.5	$8.6	$20,797	$3,451	$4.3
2005	399,825	1,525	314	119	1,762	$2.7	$9.0	$20,868	$3,601	$4.5
2006	406,143	1,703	323	121	1,745	$2.8	$9.4	$20,898	$3,767	$4.7
2007	412,561	1,747	332	122	1,718	$2.9	$9.9	$20,974	$3,944	$4.9
2008	419,076	1,768	339	124	1,692	$3.0	$10.3	$21,062	$4,141	$5.0
2009	425,606	1,680	346	126	1,658	$3.1	$10.8	$21,145	$4,333	$5.1
2010	432,114	1,548	352	127	1,622	$3.2	$11.3	$21,249	$4,532	$5.3
2011	438,695	1,515	358	129	1,596	$3.3	$11.9	$21,327	$4,737	$5.4
2012	445,392	1,527	361	131	1,575	$3.5	$12.4	$21,341	$4,939	$5.6
2013	452,067	1,406	364	132	1,547	$3.6	$13.0	$21,355	$5,140	$5.7
2014	458,752	1,316	366	134	1,523	$3.7	$13.6	$21,404	$5,344	$5.8
2015	465,487	1,267	368	135	1,504	$3.8	$14.2	$21,507	$5,548	$5.9
2016	472,254	1,203	371	137	1,483	$4.0	$14.9	$21,637	$5,758	$6.0
2017	479,144	1,230	374	138	1,470	$4.1	$15.7	$21,721	$5,969	$6.1
2018	486,041	1,153	377	140	1,450	$4.3	$16.5	$21,887	$6,201	$6.2
2019	493,021	1,152	379	141	1,434	$4.5	$17.3	$22,064	$6,450	$6.4
2020	500,105	1,170	380	143	1,420	$4.7	$18.1	$22,227	$6,701	$6.6

• New residential units are forecast to average 1,750 per year between 2003 and 2008. The new units are expected to accommodate the higher rate of anticipated population growth.

• Over the forecast horizon, the median home price rises an average of 3.5 percent per year, adjusted for inflation. This is a sharp increase from the relative stability of home prices that characterized the 1997 to 2002 period in Tulare County. The median selling price of a home in 2002 was $104,000.

Real Industrial Production
average annual percent change
1985 - 2020

Industrial and Farm Production Indices
inflation-adjusted index (1990=100)
1990 - 2020

Total Wage & Salary (000)	Farm (000)	Mining & Construction (000)	Manufacturing (000)	Transportation, Utilities (000)	Wholesale, Retail Trade (000)	Finance, Real Estate (000)	Services (000)	Government (000)
--employment (jobs)--								
120.0	32.2	3.7	12.2	4.2	23.6	3.4	17.1	23.6
122.6	35.2	3.6	11.6	4.2	23.9	3.3	16.9	24.0
124.4	34.5	3.9	12.0	4.1	24.2	3.4	17.7	24.7
127.1	35.0	4.2	12.1	4.3	24.1	3.6	18.5	25.5
127.9	33.3	4.8	12.4	4.5	23.9	3.7	18.8	26.6
133.1	34.9	5.0	12.2	4.7	24.7	3.7	19.6	28.3
133.3	33.3	5.3	11.9	4.7	24.7	4.0	20.2	29.3
135.3	33.7	5.5	11.7	4.5	25.1	4.2	20.3	30.3
137.1	33.8	5.3	11.6	4.5	25.5	4.3	20.9	31.3
139.1	33.8	5.4	11.6	4.5	25.9	4.3	21.4	32.2
141.0	33.7	5.5	11.7	4.5	26.3	4.4	21.7	33.2
143.0	33.6	5.6	11.9	4.6	26.7	4.5	22.0	34.1
145.0	33.5	5.6	12.0	4.6	27.1	4.6	22.3	35.1
146.9	33.4	5.7	12.1	4.6	27.6	4.7	22.5	36.2
148.9	33.4	5.7	12.3	4.7	28.0	4.8	22.8	37.2
150.9	33.3	5.7	12.4	4.7	28.4	5.0	23.1	38.2
152.8	33.2	5.7	12.5	4.8	28.8	5.1	23.3	39.3
154.5	33.1	5.7	12.6	4.8	29.2	5.2	23.4	40.4
156.2	33.1	5.7	12.7	4.8	29.5	5.3	23.5	41.5
157.8	33.0	5.8	12.8	4.9	29.9	5.4	23.6	42.6
159.7	32.8	5.8	12.9	4.9	30.2	5.5	23.9	43.7
161.6	32.7	5.8	13.0	4.9	30.5	5.6	24.3	44.8
163.7	32.5	5.8	13.1	5.0	30.9	5.7	24.8	45.9
165.8	32.4	5.9	13.2	5.0	31.2	5.8	25.4	47.0
168.0	32.2	5.9	13.3	5.1	31.6	5.9	26.0	48.2
170.4	32.0	5.9	13.4	5.1	32.0	6.0	26.7	49.3

Real Taxable Retail Sales

billions of 2002 dollars

1980 - 2020

2.9
2.7
2.5
2.3
2.1
1.9
1.7

1980 1985 1990 1995 2000 2005 2010 2015 2020

Total Registered Vehicles

thousands of vehicles

1980 - 2020

400
370
340
310
280
250
220
190
160

1980 1985 1990 1995 2000 2005 2010 2015 2020

Employment in Manufacturing

thousands of jobs

1985 - 2020

10
9
8
7
6
5
4
3

Non-durable Manufacturing

Durable Manufacturing

forecast

1985 1990 1995 2000 2005 2010 2015 2020

Employment in Services

thousands of jobs

1985 - 2020

28
25
22
19
16
13
10

1985 1990 1995 2000 2005 2010 2015 2020

New Residential Units

units permitted

1980 - 2020

2,300
2,100
1,900
1,700
1,500
1,300
1,100
900

1980 1985 1990 1995 2000 2005 2010 2015 2020

Real Earnings per Worker
Tulare County and California

2002 dollars per worker

1985 - 2020

65,000
60,000
55,000
50,000
45,000
40,000
35,000
30,000
25,000
20,000

California

Tulare County

forecast

1985 1990 1995 2000 2005 2010 2015 2020